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(71) Applicant (for all designated States except US): **MAT-SUSHITA ELECTRIC INDUSTRIAL CO., LTD.**  
[JP/JP]; 1006, Oaza Kadoma, Kadoma-shi, Osaka  
5718501 (JP).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **EBARA, Hiromi.**  
**UEDA, Eiji.**

(74) Agent: **NII, Hiromori; c/o NII Patent Firm, 3rd Floor,**  
**Shin-Osaka Suehiro Center Bldg., 11-26, Nishinakajima**  
**3-chome, Yodogawa-ku, Osaka-shi, Osaka 5320011 (JP).**

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(54) Title: **SEMICONDUCTOR MEMORY CARD**

(57) Abstract: In the conventional technology, there is a problem that a service is executed in contrary to user's intension. In order to solve the problem, the semiconductor memory card (110) according to the present invention includes: a direction obtainment unit (707) which obtains a first access direction type in which the semiconductor memory card (110) accesses the reader/writer; a condition management unit (705) which previously hold and manages an access condition including two or more of second access direction types; a condition judgment unit (703) which compares two or more of the first access direction types and two or more of the second access direction types, and judges whether or not they match each other; and an execution unit which executes a predetermined application program when it is judged that the first and second access direction types match each other.